



Service Brief

Nortel Networks

Contivity™ Associate Program

Synergy that enhances market impact

Delivering the right virtual private network (VPN) solution for each customer requires a comprehensive array of tools. The Contivity Associate Program fosters interoperability of exceptional third-party products with market-leading Nortel Networks Contivity VPN technology for a synergy that delights customers and enhances market impact for every member of the team.

Strong alliances offer an unbeatable range of solutions

The Contivity Associate Program (CAP) combines unique Associate expertise with the strengths of Contivity to create an unsurpassed range of VPN solutions. CAP participation ensures member product interoperability with Contivity and offers enhanced market exposure through shared sales and marketing opportunities.

NORTEL
NETWORKS™

Together, Nortel Networks and its valued Contivity Associates can serve the VPN market like no single entity can.

The whole is greater than the sum of its parts

Synergy. That's what the Contivity Associate Program offers—a stellar team of companies whose products complement and enhance Contivity capabilities, joining forces to ensure reliable interoperability and maximum market impact.

Enhanced market presence

CAP participation provides a variety of mutual sales and marketing opportunities with Nortel Networks.

CAP membership earns your solution a featured role in Nortel Networks Contivity marketing collateral and presentations. Information about your company is included on the Nortel Networks Contivity Associate Program Web site to promote your qualifications and expertise.

Joint selling and marketing efforts allow you to leverage the Nortel Networks presence to establish or expand your position in the marketplace. Authorized use of the "Solutions by Nortel Networks" logo adds additional impact to your own marketing materials.

Equally important to the program is your ability to promote your products with Contivity within the context of a comprehensive network solution.

An integral part of the Contivity program

As a CAP member, you gain critical exposure within the Nortel Networks Contivity community while enhancing the visibility of Contivity in your own markets. Your solutions become an integral part of Contivity marketing, business development, and systems engineering, just as Contivity becomes an integral part of your solutions. This shared strength means shared success.

Support at every step

Nortel Networks technical assistance is there when you need support for designing and implementing Contivity-based solutions. And regular Contivity product updates keep you apprised of advances within the Contivity portfolio.

Contivity Associate Program Features

- Assured interoperability of products
- Your products featured on Nortel Networks Contivity Associate Web site and appropriate marketing collateral
- Joint selling opportunities with Nortel Networks
- Enhanced visibility of your products within Nortel Networks and Contivity program teams
- Technical support for Contivity solutions implementation
- Regular Contivity product updates

- Discounts on Contivity hardware

Three steps to market enhancement

The program has three stages: assessment, verification, and co-marketing.

The process begins with a mutual assessment of the value proposition for the Associate and Nortel Networks. Technical due diligence is conducted to assure a strong associated product offering.

The next step, CAP verification, means your products have been tested for interoperability and verified to function effectively with Contivity.

The third step leverages the combined resources of the CAP membership for mutual marketing and sales opportunities.

Whether your task is to integrate Contivity into an existing network or build an entirely new network, your product becomes an important part of a suite of complementary tools that can be applied to any VPN challenge with complete confidence and assured ease of implementation.

Only the finest make the team

To become a CAP member you must meet specific criteria set to ensure a consistently high level of quality and performance. Membership requires that each Associate:

- Sign an Associate Agreement
- Demonstrate interoperability by submitting tests results and configuration documentation
- Purchase a Contivity device and Service Agreement to support integration development
- Continue to verify interoperability with new product releases
- Conduct sales and services training for Nortel Networks personnel
- Provide company and product information for inclusion in Nortel Networks Contivity marketing materials
- Provide sales and service for your products

Tap the power of innovation

The Contivity Associate Program combines some of the best entrepreneurial innovations with industry-leading Contivity products to deliver a vast range of VPN solutions unsurpassed in the marketplace. Take VPN service to a whole new level with Nortel Networks and the Contivity Associate Program team.

For more information about the Contivity Associate Program, please contact Nortel Networks via e-mail at: ConAssoc@nortelnetworks.com.

For more information, contact your Nortel Networks representative. Call 1-800-4 NORTEL (1-800-466-7835) in North America or 1-506-674-5470 outside North America.

<http://www.nortelnetworks.com>

*Nortel, Nortel Networks, the Nortel Networks corporate logo, and the globemark design are trademarks of Nortel Networks Corporation. All other trademarks are property of their respective holders.

Copyright © 2001 Nortel Networks. All rights reserved. Information subject to change, since Nortel Networks reserves the right to make changes, without notice, in equipment design as engineering or manufacturing methods warrant.

55155.02/04-01

